

Rep Order# 9793493 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 50095

Printed: 10/26/2012 8:07 AM
Last Received: 10/25/2012 8:53 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1537
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-RATE CHANGES OK PER BUYER. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*2	TU-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$35.00	10/30-11/05	5 P3	1	5	\$175.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*3	TU-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$50.00	10/30-11/05	5	1	5	\$250.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*4	TU-F,M	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$50.00	10/30-11/05	4	1	4	\$200.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*5	TU-F,M	10A-11A	ANDY GRIFFITH/ANDY GRIFFITH	:30	\$50.00	10/30-11/05	4	1	4	\$200.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*6	TU-F,M	11A-12P	BILL CUNNINGHAM SHOW	:30	\$50.00	10/30-11/05	4	1	4	\$200.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*7	TU-F,M	12P-1230P	LOCAL 12 NEWS AT NOON	:30	\$50.00	10/30-11/05	4	1	4	\$200.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*8	TU-F,M	1P-130P	AMERICA'S FUNNIEST VIDEOS	:30	\$50.00	10/30-11/05	3	P3	1	3	\$150.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*9	TU-F,M	130P-2P	AMERICA'S FUNNIEST VIDEOS	:30	\$50.00	10/30-11/05	3		1	3	\$150.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*10	TU-F,M	2P-3P	LAW & ORDER: CI	:30	\$60.00	10/30-11/05	3		1	3	\$180.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*15	TU-F,M	4P-5P	THE DOCTORS	:30	\$75.00	10/30-11/05	4		1	4	\$300.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*16	TU-F,M	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$75.00	10/30-11/05	4		1	4	\$300.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*21	TU-M	10P-1035P	LOCAL NEWS AT 10P	:30	\$125.00	10/30-11/05	7		1	7	\$875.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*22	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:30	\$75.00	10/30-11/05	4		1	4	\$300.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*23	TU-F,M	1135P-1205A	HOW I MET YOUR MOTHER	:30	\$75.00	10/30-11/05	4		1	4	\$300.00
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*24	SA	1105P- 1135P	HOW I MET YOUR MOTHER	:30	\$50.00	11/03-11/03	1 P3	1	1	\$50.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*25	SA	1135P- 1205A	HOW I MET YOUR MOTHER	:30	\$50.00	11/03-11/03	1	1	1	\$50.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

---REPORT TOTALS---

Report Totals: 60 / \$3,880.00

---SALES MONTHLY TOTALS---

Nov 12: 74 / \$4,590.00
Sales Totals: 74 / \$4,590.00
Station Totals: 74 / \$4,590.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$459,000	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	27%	WLWT	29%	WSTR	2%	WXIX	17%		

Books null
Demos RA35+

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50095												
Line: 1												
10/30/12	Tuesday	5:57:16 AM	:30	\$5.00		5a Good Morn Cincinnati 5a-6a		OBAMA 4 AMERICA *A 1537 *A	P-4		1	MWASH
10/31/12	Wednesday	5:04:57 AM	:30	\$5.00		5a Good Morn Cincinnati 5a-6a		OBAMA 4 AMERICA *A 1537 *A	P-4		2	MWASH
11/01/12	Thursday	5:20:11 AM	:30	\$5.00		5a Good Morn Cincinnati 5a-6a		OBAMA 4 AMERICA *A 1537 *A	P-4		3	MWASH
11/02/12	Friday	5:57:16 AM	:30	\$5.00		5a Good Morn Cincinnati 5a-6a		OBAMA 4 AMERICA *A 1537 *A	P-4		5	MWASH
11/05/12	Monday	5:20:11 AM	:30	\$5.00		5a Good Morn Cincinnati 5a-6a		OBAMA 4 AMERICA *A 1537 *A	P-4		4	MWASH
											5	
Line: 2												
10/30/12	Tuesday	6:19:58 AM	:30	\$35.00		6a Good Morn Cincinnati 6a-7a		OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
10/31/12	Wednesday	6:50:22 AM	:30	\$35.00		6a Good Morn Cincinnati 6a-7a		OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
11/01/12	Thursday	6:34:55 AM	:30	\$35.00		6a Good Morn Cincinnati 6a-7a		OBAMA 4 AMERICA *A 1537 *A	P-3		5	MWASH
11/02/12	Friday	6:34:55 AM	:30	\$35.00		6a Good Morn Cincinnati 6a-7a		OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
11/05/12	Monday	6:05:56 AM	:30	\$35.00		6a Good Morn Cincinnati 6a-7a		OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
											5	
Line: 3												
10/30/12	Tuesday	7:07:08 AM	:30	\$50.00		7a Good Morn Cincinnati 7a-8a		OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
10/31/12	Wednesday	7:50:43 AM	:30	\$50.00		7a Good Morn Cincinnati 7a-8a		OBAMA 4 AMERICA *A 1537 *A	P-3		5	MWASH
11/01/12	Thursday	7:24:19 AM	:30	\$50.00		7a Good Morn Cincinnati 7a-8a		OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
11/02/12	Friday	7:58:56 AM	:30	\$50.00		7a Good Morn Cincinnati 7a-8a		OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
11/05/12	Monday	7:15:51 AM	:30	\$50.00		7a Good Morn Cincinnati 7a-8a		OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
											5	
Line: 4												
10/30/12	Tuesday	8:50:18 AM	:30	\$50.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
10/31/12	Wednesday	8:57:56 AM	:30	\$50.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
11/02/12	Friday	8:16:06 AM	:30	\$50.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
11/05/12	Monday	8:33:12 AM	:30	\$50.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
											4	
Line: 5												
10/30/12	Tuesday	10:19:10 AM	:30	\$50.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
10/31/12	Wednesday	10:39:30 AM	:30	\$50.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
11/02/12	Friday	10:10:30 AM	:30	\$50.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
11/05/12	Monday	10:49:55 AM	:30	\$50.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
											4	
Line: 6												
10/31/12	Wednesday	11:57:40 AM	:30	\$50.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
11/01/12	Thursday	11:47:45 AM	:30	\$50.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
11/02/12	Friday	11:28:14 AM	:30	\$50.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
11/05/12	Monday	11:57:25 AM	:30	\$50.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
											4	
Line: 7												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50095												
Line: 7												
10/30/12	Tuesday	2:02:57 PM	:30	\$50.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
10/31/12	Wednesday	2:26:56 PM	:30	\$50.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
11/01/12	Thursday	2:14:31 PM	:30	\$50.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
11/05/12	Monday	2:15:23 PM	:30	\$50.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
											\$200.00	4
Line: 8												
11/01/12	Thursday	1:08:09 PM	:30	\$50.00		M-F 1p-2p	(1:00:00 PM-1:30:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
11/02/12	Friday	1:18:48 PM	:30	\$50.00		M-F 1p-2p	(1:00:00 PM-1:30:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
11/05/12	Monday	1:19:28 PM	:30	\$50.00		M-F 1p-2p	(1:00:00 PM-1:30:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
											\$150.00	3
Line: 9												
10/30/12	Tuesday	1:39:01 PM	:30	\$50.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
11/02/12	Friday	1:40:06 PM	:30	\$50.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
11/05/12	Monday		:30	\$50.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
											\$150.00	3
Line: 10												
11/01/12	Thursday	2:38:36 PM	:30	\$60.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
11/02/12	Friday	2:58:55 PM	:30	\$60.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
11/05/12	Monday		:30	\$60.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
											\$180.00	3
Line: 11												
11/03/12	Saturday	2:11:04 PM	:30	\$10.00		Sa 12p-6p	(2:00:00 PM-3:00:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-4		1	MWASH
											\$10.00	1
Line: 12												
11/04/12	Sunday	2:37:36 PM	:30	\$10.00		Su 12p-7p	(12:00:00 PM-1:00:00 PM)	OBAMA 4 AMERICA *A 1537 *A	P-4		1	MWASH
											\$10.00	1
Line: 13												
10/30/12	Tuesday	1:28:56 PM	:30	\$75.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
11/01/12	Thursday	1:28:26 PM	:30	\$75.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
11/02/12	Friday	1:08:03 PM	:30	\$75.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
11/05/12	Monday	1:17:36 PM	:30	\$75.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
											\$300.00	4
Line: 14												
10/30/12	Tuesday	5:43:41 PM	:30	\$75.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1537 *A	P-3		3	MWASH
10/31/12	Wednesday	5:22:42 PM	:30	\$75.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1537 *A	P-3		2	MWASH
11/02/12	Friday	5:58:56 PM	:30	\$75.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1537 *A	P-3		4	MWASH
11/05/12	Monday	5:13:23 PM	:30	\$75.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1537 *A	P-3		1	MWASH
											\$300.00	4
Line: 15												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50095												
Line: 15												
10/30/12	Tuesday	7:29:26 PM	:30	\$125.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1537 *A	P-4	1	MWASH
11/01/12	Thursday	7:12:41 PM	:30	\$125.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1537 *A	P-4	2	MWASH
											2	
Line: 16												
11/01/12	Thursday	7:58:56 PM	:30	\$125.00		M-F 730p-8p	730p-8p	OBAMA 4 AMERICA *A	1537 *A	P-4	2	MWASH
11/05/12	Monday	7:41:35 PM	:30	\$125.00		M-F 730p-8p	730p-8p	OBAMA 4 AMERICA *A	1537 *A	P-4	1	MWASH
											2	
Line: 17												
11/03/12	Saturday	7:12:34 PM	:30	\$70.00		Sa 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1537 *A	P-4	1	MWASH
											1	
Line: 18												
11/03/12	Saturday	7:42:12 PM	:30	\$70.00		Sa 730-8p	730p-8p	OBAMA 4 AMERICA *A	1537 *A	P-4	1	MWASH
											1	
Line: 19												
10/30/12	Tuesday	10:22:48 PM	:30	\$125.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1537 *A	P-3	3	MWASH
10/31/12	Wednesday	10:33:01 PM	:30	\$125.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1537 *A	P-3	1	MWASH
11/01/12	Thursday	10:14:52 PM	:30	\$125.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1537 *A	P-3	7	MWASH
11/02/12	Friday	10:14:52 PM	:30	\$125.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1537 *A	P-3	2	MWASH
11/03/12	Saturday	10:33:51 PM	:30	\$125.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1537 *A	P-3	6	MWASH
11/04/12	Sunday	10:06:26 PM	:30	\$125.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1537 *A	P-3	4	MWASH
11/05/12	Monday	10:32:36 PM	:30	\$125.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1537 *A	P-3	5	MWASH
											7	
Line: 20												
10/30/12	Tuesday	11:33:26 PM	:30	\$75.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-3	2	MWASH
10/31/12	Wednesday	11:17:24 PM	:30	\$75.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-3	1	MWASH
11/02/12	Friday	11:33:26 PM	:30	\$75.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-3	4	MWASH
11/05/12	Monday	11:25:44 PM	:30	\$75.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-3	3	MWASH
											4	
Line: 21												
10/30/12	Tuesday	11:03:26 XM	:30	\$75.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-2	3	MWASH
10/31/12	Wednesday	11:47:12 PM	:30	\$75.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-2	2	MWASH
11/02/12	Friday	11:54:46 PM	:30	\$75.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-2	4	MWASH
11/05/12	Monday	11:47:42 PM	:30	\$75.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-2	1	MWASH
											4	
Line: 22												
11/03/12	Saturday	11:17:57 PM	:30	\$50.00		Sa 1105-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1537 *A	P-3	1	MWASH
											1	
Line: 23												
11/03/12	Saturday	11:03:56 XM	:30	\$50.00		Sa 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1537 *A	P-3	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President
Agency: Greer Margolis Mitchell
Station: EKRC-TV
Order: 50095

Line: 23

				\$50.00							1	
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Line: 24

11/04/12	Sunday	4:46:54 PM	:30	\$25.00		Su 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A 1537 *A		P-4	1	MWASH
				\$25.00							1	
				\$4,590.00							74	
				\$4,590.00							74	
				\$4,590.00							74	
				\$4,590.00							74	
				\$4,590.00							74	

[Filtered by:] [Sorted by: Station]